



2023–2026
**Strategic
Plan**



Who is Commute Seattle?

Commuter Seattle works to make it easy to walk, bike, ride, and telework to and through Seattle. We are a non-profit engaging with businesses, organizations, community partners, and destinations that employ, serve, and attract 600,000 people to Seattle every day. We prioritize and center those who are disproportionately burdened by transportation costs to support an equitable, vibrant, and prosperous community.

Commuter Seattle **advises** public agencies and decision-makers, **convenes** the public and private sectors, and **engages** with employers of all sizes, property managers, community organizations, and individuals to make Seattle more affordable and sustainable and connect people to the places they want to go.

A New Mission – Make it easy for everyone across Puget Sound to walk, ride or roll to Seattle’s opportunities.

A New Vision – A region where affordable and sustainable transportation options are the best way for everyone to connect to the important places in their lives.

VALUES

Affordability

Connections

Sustainability

Who We Serve – Those who go to Seattle for work, school, healthcare, events, or errands from across the region, those visiting, and those who call it home. We strive to prioritize people who have low or no income; are Black, Indigenous, or other people of color; are immigrants or refugees; have disabilities; or are linguistically diverse.



C Line to South Lake Union

SW Alaska St & California Ave SW



Where We've Been

FIFTEEN YEARS OF SERVICE

Our Origin – Commute Seattle was created as a non-profit funded by the public and private sector to reduce traffic during peak commute hours Downtown. In 2008, 35% of people working Downtown drove alone to work.

Over a Decade of Progress – The organization's north star goal has been to encourage 3 out of 4 people who commute to Downtown Seattle to walk, bike, telework, and take the bus. Seattle achieved that goal in 2017, even as 100,000 new jobs were added Downtown. Commute Seattle has helped to maintain that trend even during a global pandemic.

Today – Commute Seattle works with employers, property managers, institutions, and community-based organizations to deliver supportive programs, services, and incentives that help people traveling to and through Seattle access affordable and sustainable transportation options. Staff **advise** public partners and decision-makers, **convene** the public and private sectors, and **engage** directly with the community, employers, and property owners.

Opportunities and Challenges – Seattle is amid a sea change in how people get to places. By 2026, the Seattle region will open more than 20 new light rail stations; 6 downtown stations will require years of construction that will have dramatic impacts on how people move around Downtown. COVID-19 revealed who relies on our transportation system the most and helped to push populations who are reliant on transit to the forefront. The affordability crisis and climate emergency are becoming increasingly pressing, while new residents, the e-bike boom, and new hybrid work habits provide both benefits and additional pressures.

2008

2017

2026



Where We're Headed

OUR THREE-YEAR PLAN

By 2026, Commute Seattle will be recognized as an organization that furthers mobility and climate justice, in addition to being a nationally acclaimed leader in transportation policy. This three-year strategic plan lays out a roadmap that will align the organization with its new values and long-term goals. By building upon the approaches that contributed to our success, Commute Seattle will broaden its reach to bring programs and services to a wider audience.

Our Guiding Priorities:

- Transportation is **more affordable** and **more sustainable** because Commute Seattle is a champion for local, regional, and national policy.
- The needs, perspectives, and participation of **priority communities are centered** in all of Commute Seattle's work.
- **Increased access** to employment, education, healthcare, and groceries is the foundation of all Commute Seattle programs and services.

How We Work:

Commute Seattle works with employers, property managers, institutions, and community-based organizations to deliver supportive programs, services, and incentives that help people traveling to and through Seattle access affordable and sustainable transportation options.

We Work...

across the city, not just downtown.

on all trips, not just from home to work.

with small businesses & organizations, not just large employers.



Strategic Plan Overview

Desired Outcomes

Affordability

People are no longer cost-burdened by transportation.

Connections

People have access to the places they need to go.

Sustainability

Trips are carbon neutral.

How We Will Measure Progress

3-Year Goal: The combined cost of housing and transportation is less than 45% of income for households making less than median income.

2023 Baseline: 51% is the combined cost of housing and transportation.

3-Year Goal: 40% of people choose walking, biking, virtual or transit trips for work, school, healthcare, and groceries.

2023 Baseline: 35% of people choose walking, biking, virtual, or transit trips for work, school, healthcare, and groceries.

3-Year Goal: 3 out of 10 trips are taken in a climate-friendly way.

2023 Baseline: 2 out of 10 trips are taken in a climate-friendly way.

Our Strategies And Activities

Advise – Transportation is more affordable and more sustainable because Commute Seattle is a champion for local, regional, and national policy.

- Highlight significant transportation policy opportunities for local and regional decision-makers.
- Build capacity among private partners, members, and regional stakeholders to make an impact across jurisdictions and coordinate strategic policy efforts.

Convene – The needs, perspectives, and participation of priority communities are centered in all of Commute Seattle's work.

- Work with regional partners to measure and monitor progress toward transportation equity.
- Educate public partners about the needs of priority communities and center them in current and new contracts, grants, and programs.
- Deepen engagement with priority communities through a sustained and meaningful outreach effort that spreads through all of our work; programs, members, communications, and more.

Engage – Increasing access to employment, education, healthcare, and groceries is the foundation of all Commute Seattle programs and services.

- Collaborate with new priority audiences to develop pilot projects and improve existing programs.
- Emphasize employment, education, healthcare, and grocery trips in new and existing programs.

How Can You Help?

We need your support to achieve these goals.

Participate in our events and programs. Learn more about how we can work together to make Seattle more affordable, sustainable, and connected.

Follow our work. Sign up for our newsletter & follow us on social media: @CommuteSeattle

Become a Commute Seattle Steering Partner. Your financial support powers this work.

Learn more at: commuteseattle.com/about-us

Follow Us!



@CommuteSeattle



Acknowledgments

This plan was developed by the Commute Seattle staff in partnership with the Downtown Seattle Association, the Metropolitan Improvement District, the Seattle Department of Transportation, King County Metro, and Sound Transit. Inspiration was drawn from research and interviews with local, regional, and national partners and peers.

Commute Seattle staff who shaped this plan: Nick Abel, Priya Balan, Wren Barulich, Kendle Bjelland, Madeline Feig, Bethany Goad, Olivia Holden, Kirk Hovenkotter, Zarina Infante, Tara Peters, Sarah Udelhofen, and Kurt Winner. Thanks to Kristina Walker, Kate Joncas, and Kevin Futhey for their support, vision, and leadership.



Commute
Seattle

1809 7th Avenue #900
Seattle, WA 98101
206•613•3131

Commute Seattle is a nonprofit partnership of the Downtown Transportation Alliance including the Seattle Department of Transportation, King County Metro, the Downtown Seattle Association, the Metropolitan Improvement District and Sound Transit.